



**FLORIDA**  
In the pursuit of health

# Journey

*Keeping BCBSF employees informed on Brand Development and Marketing Communications activities*

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& Marketing Strategy

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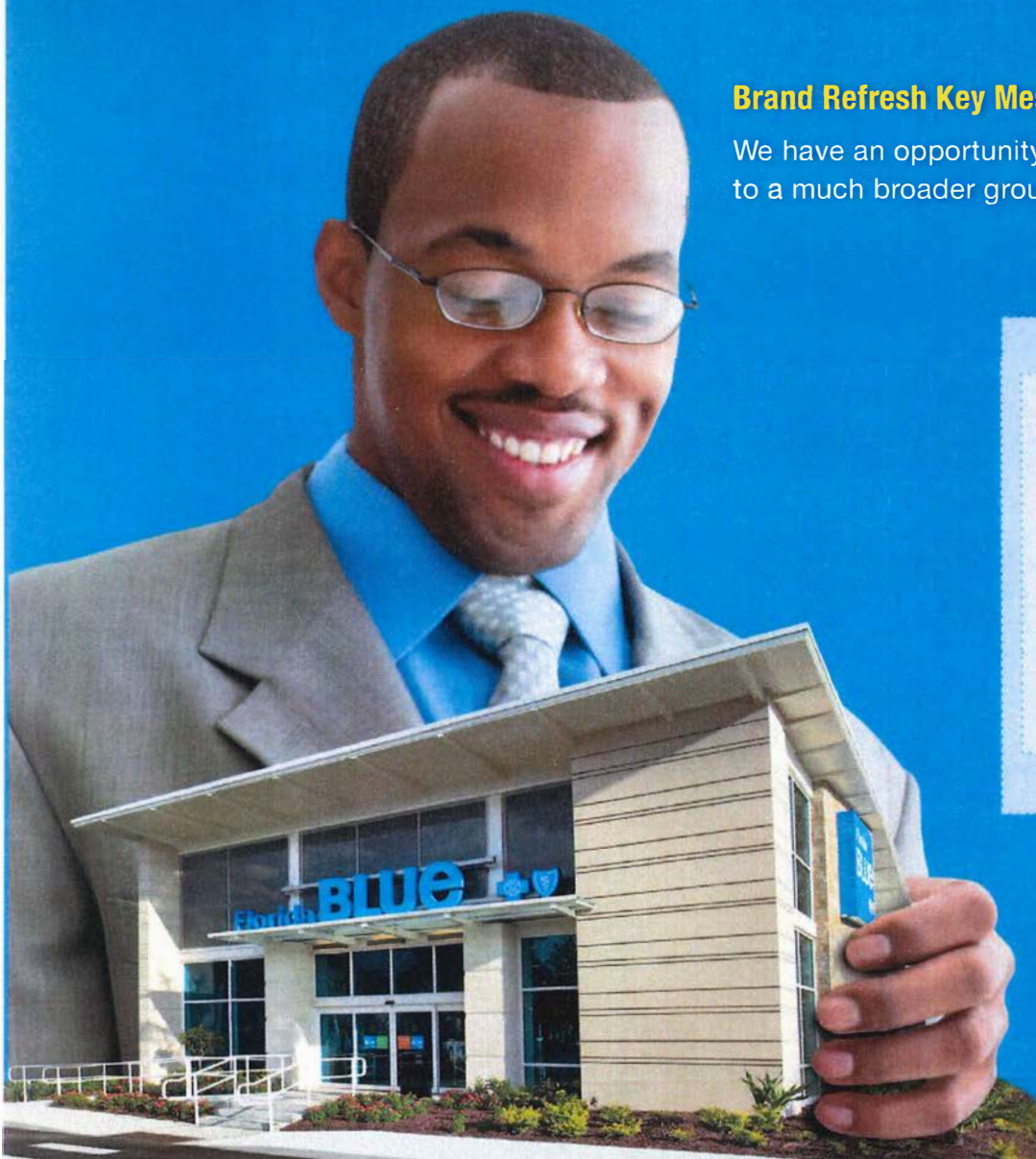


## Brand Refresh Key Message:

We have an opportunity to make our brand relevant  
to a much broader group — **ALL FLORIDIANS**

When you find  
someone doing  
*small things* well,  
put him or her in  
charge of  
*bigger things.*

*H. Jackson Browne, Jr.*





# BRAND DEVELOPMENT & MARKETING STRATEGY

## Brand highlighted at the Annual Association Meeting



In early December, **Mark Lee**, VP of Brand Development and Marketing Communications, traveled to the annual Blue Cross and Blue Shield Association National Summit in Chicago. There, he presented to an audience made up of multiple Blues plans the work we are doing on our brand. The presentation was well received and the audience was responsive and very engaged with good questions. It is clear that we are seen as a brand leader! [CLICK HERE TO VIEW PRESENTATION.](#)

## Coming Soon! Florida Blue Health Care Services

With the opening this month of **Florida Blue Health Care Services in Pensacola**, we have the opportunity to truly deliver on our commitment to provide Health Solutions. Along with community events and member communications, we'll have

a number of marketing pieces to help promote our first-of-its-kind full-service primary care office. Our marketing pieces are in the final stages of review, but this is a sneak peak of what will be available to patients and out in the community. More to come!

[CLICK HERE](#) to see a DRAFT of the Brochure.

[CLICK HERE](#) to see a DRAFT of the Flyer.



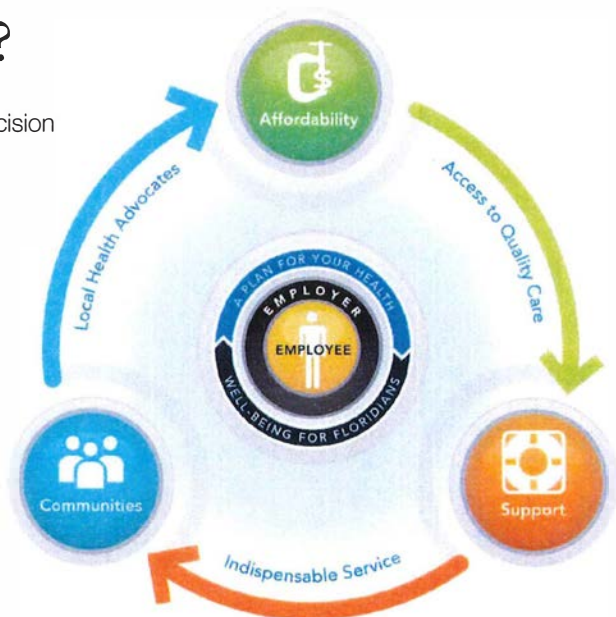
Consumer brochure

Flyer

## BUSINESS DEVELOPMENT

### What's **OUR** Value Proposition?

What is BCBSF's value proposition for small and mid-sized group decision makers? Kevin Lee, Director of Segment Program Management, and his team have been working hard to develop this. In partnership, we were able to include it in the materials being developed for the BDM Advertising Plan (see story pg. 4). The value proposition highlights the fact that "over 4 million Floridians live healthier and more productive lives because their employers choose Blue." It stresses that we are a local company with local people that differentiates us from our major competitors. The three prongs of the value proposition align with the brand message (Affordability, Support and Communities) and illustrated in the diagram to the right. The new value proposition will be rolled out to the Local Market Sales Team at the end of January.



To view two examples of BDM brochures developed that included the value proposition [CLICK BELOW](#):

- **Version A:** SFL BDM Brochure (general message)
- **Version B:** SFL BDM Brochure (retail center focus for those businesses located near a retail center)

As you will see, the J.D. Power and Associates award was also incorporated, where appropriate, to highlight member satisfaction as part of the value proposition.

## EMPLOYEE AMBASSADORS

### Brand Development and Marketing Communications team takes a break to help children in need

Despite a rainy day, members of the Brand Marketing and Communications Team rolled up their sleeves and donned bright red aprons to help sort, pack and organize gift bags for children in need at the Salvation Army Angel Tree Toy Shop. **Marie**



**Manning**, who helped to coordinate the activity said "being here is such a great reminder of how lucky we are, and that we should never take anything for granted".

The team brought order to piles and piles of toys and bags, only to see new piles magically emerge. All in all, it was a very rewarding and humbling experience and there was general consensus among all the volunteers that we had made a difference in a child's life. **Mark Lee**, VP of Brand Development and Marketing Communications, thanked the participants for giving back to the community.



# BDM Advertising Plan = **T.E.A.M.W.O.R.K.**

BDMs, or Business Decision Makers, are those that determine the coverage for group coverage. Increasing our group members remains an important goal for the organization.

Thus, Marketing has partnered with a local agency (Robin Shepherd), the Local Presence Teams and business partners throughout the organization to develop and implement a comprehensive BDM plan that focuses on small and mid-sized groups. The objective was to develop and execute a plan to build awareness, generate leads and create a forum for the Sales Division to begin a conversation with small and mid-size prospective employers about BCBSF Health Solutions. The strategy and some of the deliverables were as follows:

- **Collaborate with Local Presence and Employee Resource Groups (ERGs) to achieve business results for small/mid-sized businesses.** To accomplish this, various discussions took place with the regional offices to better understand the unique needs of each market. Then, a strategic message was developed based on our

value proposition (see article on pg. 3). Marketing has also partnered with ERGs such as HOLA and ENAABLE.

- **Establish B2B forums to reach key decision makers for small and mid-sized businesses.** Marketing partnered to successfully execute on BCBSF's first Supplier Diversity Conference and also partnered to host Florida Blue targeted tours.
- **Develop an advertising/media plan for small/mid-sized businesses that leverages the retail centers as a value added.** This plan varied by region and leveraged existing media and community partners. Deliverables included **advertisement** (print, radio, banner, digital, social media), **targeted communications** (letters, e-mail blasts, direct mail), **leveraging existing sponsorships & media partners, collateral materials** with key message and **congratulatory letters** to award recipients.

[CLICK HERE](#) to view the ad concepts.

[CLICK HERE](#) to view the advertorial published statewide in *Florida Trend* Magazine.

The implementation is currently underway through 1Q12, so stay tuned for results in a future issue.



## It starts with a conversation.

# LET'S TALK.



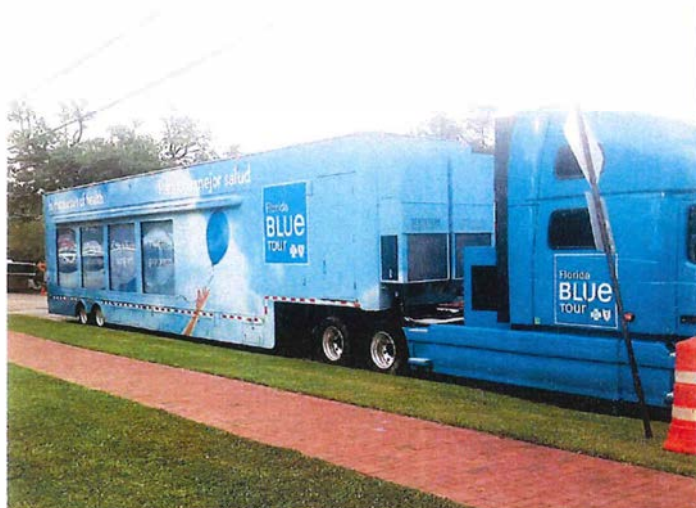
# EVENTS & SPONSORSHIPS

## EXPERIENTIAL EVENTS\*

DATE	EVENT	LOCATION	TIMES
January 2	GATOR BOWL TAILGATE PARTY	Everbank Field	10:00am – 1:00pm
January 12	TAMPA BAY LIGHTNING PRESENTING SPONSOR NIGHT	St. Pete Times Forum - Tampa, FL	7:00pm
January 26	ORLANDO MAGIC PRESENTING SPONSOR NIGHT	Amway Center - Orlando, FL	8:00pm

\*Represents events activated by the Experiential Marketing team and does not reflect all BCBSF corporate wide events by Retail Marketing, CIDI, Community Affairs, ERGs and DBCs.

## 2012 Sponsorships and Event Partners



The **Experiential Marketing Team** is looking forward to an explosive 2012 with our sponsorship and event partners. Starting with the **Florida Blue Gator Bowl Parade and Gator Bowl Tailgate** to our professional athletic sponsorships with the **Tampa Bay Lightning, Orlando Magic, Miami Heat, and Jacksonville Jaguars**, 2012 will be another exciting year of exceptional activation deployments and extensive cross-departmental collaboration.

The **Mobile Marketing Vehicle (MMV), Florida Blue Tour**, will continue to roll into community events across the state bringing health screenings and wellness education to Floridians. But stay tuned, as there will be several surprise additions to the Florida Blue Tour, implemented during the first quarter.



## CORPORATE EVENTS METRICS

	ACTUAL	GOAL
Attendance	2,461,121	2,334,500
On Site Impressions	2,452,849	1,975,000
Visitors	164,505	99,700
Leads	6,459	5,850

Experiential Marketing is a two-way dialogue between the consumer and our brand which includes sponsorships, events and digital interface. It personalizes and humanizes our brand.

# RETAIL MARKETING

## CENTER EVENTS

DATE	EVENT	LOCATION	TIME
January 14	Monthly Health Fairs	All Centers	10:00am – 4:00pm
January 24	Tallahassee Center Ribbon Cutting	Tallahassee Retail Center	10:30am – 12:00noon
January 28-29	Tallahassee Center Grand opening	Tallahassee Retail Center	Sat 10:00am – 5:00pm Sun 12:00noon – 5:00pm



## Florida Blue Tallahassee to Open in January

The **Florida Blue Center Tallahassee** will be officially opening its doors on January 9th. A Ribbon Cutting is planned for January 24th with the Grand Opening on January 28th and 29th. [CLICK HERE FOR DETAILS.](#)

## Estero Fine Arts Show – January 7-8

### Florida Blue

is once again sponsoring the **Youth Art Competition** as they did in November 2011.

This competition encourages kids to be imaginative and creative. This is the second event of

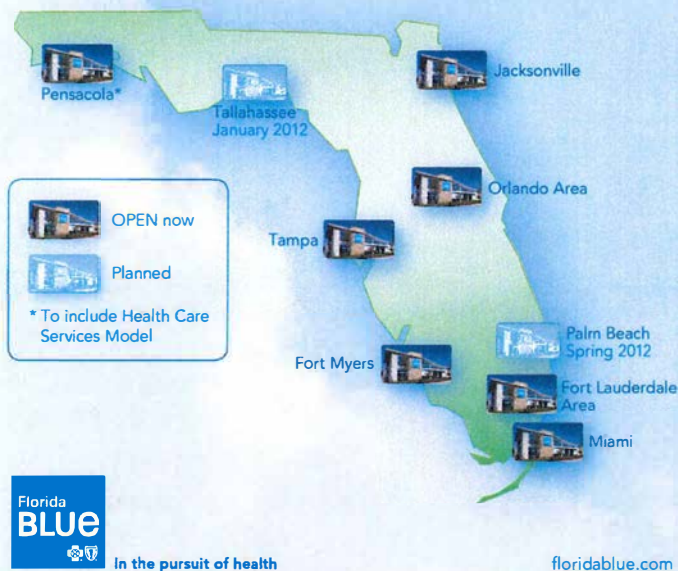


Alicia Quiros and Florida Blue staff with November's youth art winner, Michael Villa.

a series where we invite young artists, ages 5-12, or grades K-8, to enter their original works of art into the show, with a chance to win a cash prize. All art work entered is publicly displayed at the Youth Art Tent during the entire weekend.

## 2011–2012 Retail Center Plan

**CLICK** on the icons below to see what's happening at that center.



## QUARTERLY THEME

# Mind, Body & Soul

## JANUARY THEME

# New Year, Better You!

Check out the Florida Blue site: [CLICK HERE](#)



### Solid Sales from Cross Selling the Dental Plan

It is a well-recognized fact that members who purchase more than one type of product, such as health + dental are more likely to remain a BCBSF member for longer than those members with one product only. There are a number of programs across our organization encouraging members to purchase multiple products, and one such initiative is a twice per year phone and mail campaign to U65 members with a health plan only, encouraging them to also purchase our dental product.

**Marie Manning** who is the Project Lead for this member outreach, reports that so far for 2011 “over 2,700 targeted health members have purchased dental, and they are on track to achieve over 3,000 dental sales from our cross sell efforts – exceeding our goal by over 500 dental sales!” **Alan Morgan**, Senior Manager, Member Campaigns says, “we plan to keep doing these types of member cross sell campaigns, as they allow us to acquire new business at a much lower cost of sale, while helping our members to find added value in being a BCBSF member”.

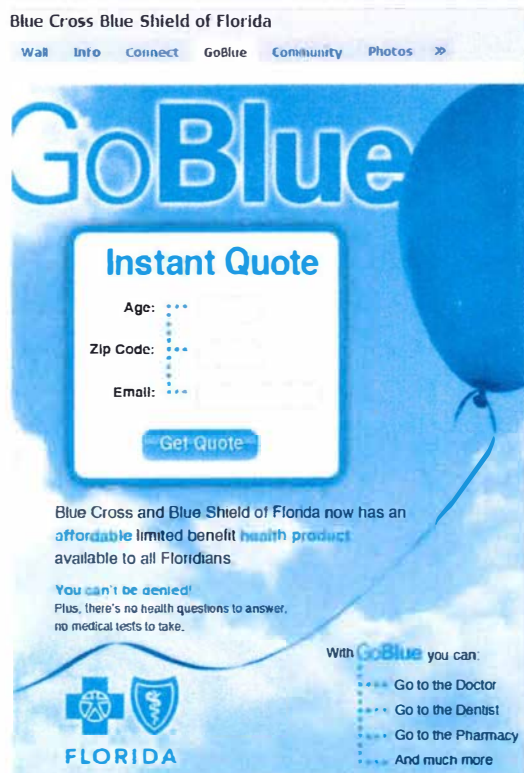


# Did you know Relationship Marketing is Digital? (Part 2)

In last month's issue of the Journey newsletter, we covered Relationship Marketing's Search Engine Marketing (SEM) and Online Display Advertising programs. This month we'll review the other elements in our eMarketing mix. They are **Email Marketing**, **Social Media Marketing** and **Mobile Marketing**. We'll also take a look at the **Online Lead Purchasing** program and types of general online marketing support we provide.



**Email Marketing**, launched in 2007, has grown in leaps and bounds, going from 8 email broadcasts in 2010 to 130 in 2011! **Social Media Marketing**, added in 2011, initiated the GoBlue Instant Quote tab on the BCBSF Facebook page. This campaign generated 625 quotes at a Cost-Per-Quote of \$20.15 and added 1,865 Fans to the BCBSF page at a Cost-Per-Fan of \$6.75. **Mobile Marketing** was added in 2010 and consists of SEM and Display campaigns. Mobile campaigns had an overall Cost-Per-Click of \$0.34 in 2011. It is planned for all three of these programs to expand in 2012.



**Online Lead Purchasing** consists of purchasing leads from vendors, who distribute them directly to our agents in real time. The leads are generated when consumers who are actively searching for health insurance online visit one of our vendors' or their partners' websites and request to be contacted by insurance companies. In 2011, this program generated 53,557 leads at a Cost-Per-Lead (CPL) of \$7.27 and 2,599 sales at a Cost-Per-Sale (CPS) of \$150.

Finally, the **general online marketing support** provided includes, but is not limited to, Search Engine Optimization (SEO) consultation, the creation and implementation of custom campaign landing pages (136 in 2011) and assistance with general online marketing inquiries.

If you have any questions regarding any of Relationship Marketing's eMarketing programs or online marketing in general, please contact **Melissa Fairfull** at x57685.



## SPOTLIGHTS



**Lorena Suri**

*Manager,  
Creative Services*

**Describe your role in the company:**

Lead the best in-house creative services team dedicated to develop

advertising, promotion and design. We support our organization business verticals, by executing ad campaigns and promotion for all type of content including brand, experiential marketing, retail and web.

**Where were you born/raised:**

Mexico City and NYC

**Status:** Married

**Children:** Two: Julian 20 and Devin 16

**Community Service:** NFJG Foundation (PGA Tour Charity) where I serve as marketing chair on the Board of Directors – Fundraising towards scholarships college education.

**Hobbies/Interests:** Avid golfer, watch college basketball (Blue Devils), tennis, cycling, writing, and traveling.

**Some of my favorite things:** Technology gadgets, espressos, Nikon cameras, Stewie Gilligan Griffin.

**Favorite childhood memory:** Spending summers playing at my grandparents' ranch – life at its simplest.

**Something people may not know about you:** Love anchovies, opera and black licorice.

**One day I'd like to:** Learn to play the piano.

**How do you contribute to the Pursuit of Health:** Maintaining balance in all I do. Family, work, friends, food, and physical activity.

**Favorite Book:** *Good to Great* – Jim Collins

**Favorite Movie:** *Arráncame la Vida*

**Favorite quote/mantra:**

"Here's to the crazy ones. The rebels. The troublemakers. The ones who see things differently. While some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world are the ones who do."

— Steve Jobs

**What/who inspires you:** My sons – they are constantly pursuing the mastery of something.

**Best advice you ever received:**

Know Who You Are.  
Know Why You Are Here.  
Know How You Are Unique.  
Know How You Can Make a Difference.  
Know Who Cares.  
Know Whether or Not You Care.



**Marie Manning**

*Campaign Manager*

**Describe your role in the company:**

I manage the end to end process for Medical Campaigns which

involves planning and working with multiple team members across the organization on projects geared at helping our members achieve better health, access new resources or save money. We want our members to find increasing value in being a member of BCBSF.

**Where were you born/raised:**

Kingston, Jamaica

**Status:** Married to Paul for 14 years

**Children:** Two girls: Akilah is 10 yrs old and my bossy 6 yr. old Victoria.

**Pets:** My girls say they are ready for a puppy, but I am not yet convinced. So we'll wait a little while longer.

**BCBSF Volunteer Activities:** United Way and assorted volunteer events.

**Community Service:** Duval County School ad hoc activities.

**Hobbies/Interests:** Jewelry making, reading and home décor and cooking new recipes to try on my family.

**Some of my favorite things:** Really good ethnic food, yummy desserts of all kinds and reggae music.

**Favorite childhood memory:** Hanging out with my best friend Jacqui who was very, very funny, and always could make me laugh at the worst possible times.

**Something people may not know about you:** I'd like to write a book series that people would enjoy reading.

**One day I'd like to:** Travel to all the continents.

**How do you contribute to the Pursuit of Health:**

My family and I try to eat reasonably healthy and fit some sort of exercise into my week. Does it always work – not really, but we keep trying.

**Favorite Books:** *Roots* by Alex Haley. *Wuthering Heights* by Emily Brontë, was one of the first books I fell in love with as a teenager.

**Favorite Movies:** *Serendipity* and *300* – both so different but yet so fascinating.

**Favorite quote/mantra:** Don't complain, deal with it.

**What/who inspires you:** People who achieve their dreams against all odds.

**Best advice you ever received:** You are responsible for your own happiness.

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